

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Design an Effective Web Site

Course Code: 034393 CIP Code: 11.0103

### COURSE INTRODUCTION:

**Course Rationale:** Rapid technological advancement by businesses to reach global markets, greater focus on industry certifications and national skill standards, expansion of responsibilities of office workers, portability of employee skills—all these increase the need for business students in career education programs to have skills in Web design and maintenance.

**Course Description:** This course deals with the use of Web programming languages (HTML, Javascript, etc.), graphics applications, and other Web authoring tools to design, edit, launch, and maintain Web sites and pages. Such topics as Internet theory, Web page standards, Web design elements, user interfaces, special effects, navigation, and emerging Web technologies will be included.

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GRADE LEVEL/UNIT TITLE: 11-12/Design an Effective Web Site

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<b>UNIT DESCRIPTION:</b> This unit will give students a basic understanding of core design principles that apply to web design and development. It will help them to establish criteria for evaluating the quality of websites, introduce them to color theory and web design standards, and introduce them to the concepts of developing a site plan and storyboarding.		<b>SUGGESTED UNIT TIMELINE:</b> 10-20 days  <b>CLASS PERIOD (min.):</b> 50 minutes				
<b>ESSENTIAL QUESTIONS:</b>  1. Why is it important to critically evaluate web sites? 2. Why is it important to create a navigation system that appropriately chunks web content and allows users to quickly, easily access important content? 3. How do you identify and plan web pages for a specific target audience? 4. How will you create a website that adheres with web standards? (Web safe colors and fonts, accessibility standards, etc.)						
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>CCSS LEARNING GOALS (Anchor Standards/Clusters)</b>	<b>CROSSWALK TO STANDARDS</b>				
		<b>GLEs/CLEs</b>	<b>PS</b>	<b>CCSS</b>	<b>NBEA</b>	<b>DOK</b>

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1. Define Web page design principles and elements					IT.VII.1-2.3	<b>1</b>
2. Evaluate Web sites based on design elements and principles (e.g., alignment, color, navigation, user feedback)					IT.VII.1-2.3	<b>2</b>
3. Determine the purpose of the Web site					IT.VII.3.1	<b>3</b>
4. Identify the target audience					IT.VII.3.1	<b>1</b>
5. Select and develop content for site (e.g., research techniques, interview of client)					IT.VII.1-2.3	<b>3</b>
6. Plan an organized layout				W 9-12.5	IT.VII.1-2.4	<b>4</b>
7. Select an appropriate navigational structure				N-Q.1, N-Q.2, N-Q.3	IT.VII.1-2.6	<b>3</b>
8. Use Web-safe colors and fonts					IT.V.3.5	<b>1</b>
9. Employ proofreading and editing techniques				W11-12.5	COMM.I.D.3.6	<b>1</b>
10. Apply Web accessibility standards					IT.VII.3.2	<b>4</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )						
<b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)					
1	1. Integrate the terms design principles and elements throughout the unit.					
2	2. BasicSiteEvaluationAndRubricCreation_Overview.docx 3. SurveyingThePossibilities_Instructor.docx					

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	4. DevelopingAWebsiteEvaluationTool_Instructor.docx
3	5. Class Discussion – Use the article “What is the Purpose of a Web Site?” (WhatIsThePurposeOfAWebSite.docx) as prompt
4	6. Class Discussion – Use the article “Target Audience” (TargetAudience.docx)
5	7. Hands-On Activity
6, 7	8. OrganizingAWebsite_Instructor.doc
8	9. ColorTheory_Instructor.docx
10	10. Invite a guest speaker to present on Web accessibility - the <a href="http://adata.org/">http://adata.org/</a> might be able to hook you up with a local or regional resource. 11. Web StandardsAndAccessibleDesign_Instructor.docx
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1	1. Have students create a glossary of terms.
2	2. SurveyingThePossibilities_Student.docx 3. DevelopingAWebsiteEvaluationTool_Student.docx
3	4. Class Discussion -
4	5. Class Discussion -
5	6. Working in small groups, have students create a survey to determine the appropriate content for your High School Web site
6, 7	7. OrganizingAWebsite_Student.docx 8. InformationArchitecture.pdf 9. PrePrintedIndexCards.pdf
8	10. ColorTheory_Student.docx

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10	11. Web StandardsAndAccessibleDesign_Students.docx 12. ABriefHistoryOfHTML.docx
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><a href="http://adata.org/">http://adata.org/</a></p> <p><b>See files and shortcuts above, also found at</b></p> <p>...DESE_WebDesign\B.DesignAnEffectiveWebSite\InstructionalStrategies</p> <p>...DESE_WebDesign\B.DesignAnEffectiveWebSite\InstructionalActivities</p> <p><b>Resources@MCCE - BE DVD ROM 35, E-Commerce in Business:</b> Films for the Humanities &amp; Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES &amp; SCIENCES, 2003. This program presents compelling case studies of the Internet's use in capturing and exploiting new markets. Three leading e-commerce initiatives include: analyzing the growth, revenue and future of MP3's Web site, visiting Ford's online "showroom" and showcasing the customer benefits of Coronet - Fashion at Work's online planning system. Grades 9 and up. 30 minutes.</p>	